



May 19, 2014

Senator Bob Casey
393 Russell Senate Building
Washington, DC 20510

Dear Senator Casey,

As a leader within the Pennsylvania travel industry, we urge you to co-sponsor S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

At the Pocono Mountains Visitors Bureau, we maintain an important relationship with Brand USA that has increased our exposure in key international markets. Through a co-op partnership with other Pennsylvania visitors' bureaus, we provide content and marketing resources for our region in an "inspiration guide" that is distributed in 18 countries and in nine different languages. As you know, our four-county region is a popular destination for outdoor recreation and natural history enthusiasts, and the Brand USA partnership affords us this opportunity to dramatically share these attributes and so much more to potential international visitors.

In sum, I urge you to help us create more Pocono Mountains based and American jobs with an increase in international visitation by co-sponsoring S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

A handwritten signature in dark ink, appearing to read "Carl G. Wilgus".

Carl G Wilgus
President/CEO





May 19, 2014

Senator Pat Toomey
504 Hart Office Building
Washington, DC 20510

Dear Senator Toomey,

As a leader within the Pennsylvania travel industry, we urge you to co-sponsor S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

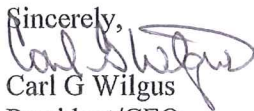
International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

At the Pocono Mountains Visitors Bureau, we maintain an important relationship with Brand USA that has increased our exposure in key international markets. Through a co-op partnership with other Pennsylvania visitors' bureaus, we provide content and marketing resources for our region in an "inspiration guide" that is distributed in 18 countries and in nine different languages. As you know, our four-county region is a popular destination for outdoor recreation and natural history enthusiasts, and the Brand USA partnership affords us this opportunity to dramatically share these attributes and so much more to potential international visitors.

In sum, I urge you to help us create more Pocono Mountains based and American jobs with an increase in international visitation by co-sponsoring S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

Carl G Wilgus
President/CEO





May 19, 2014

Representative Lou Barletta
115 Longworth Office Building
Washington, DC 20515

Dear Representative Barletta,

As a leader within the Pennsylvania travel industry, we urge you to co-sponsor H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

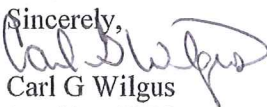
International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

At the Pocono Mountains Visitors Bureau, we maintain an important relationship with Brand USA that has increased our exposure in key international markets. Through a co-op partnership with other Pennsylvania visitors' bureaus, we provide content and marketing resources for our region in an "inspiration guide" that is distributed in 18 countries and in nine different languages. As you know, our four-county region is a popular destination for outdoor recreation and natural history enthusiasts, and the Brand USA partnership affords us this opportunity to dramatically share these attributes and so much more to potential international visitors.

In sum, I urge you to help us create more Pocono Mountains based and American jobs with an increase in international visitation by co-sponsoring H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

Carl G Wilgus
President/CEO



May 19, 2014

Representative Matthew Cartwright
1419 Longworth Office Building
Washington, DC 20515

Dear Representative Cartwright,

As a leader within the Pennsylvania travel industry, we urge you to co-sponsor H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

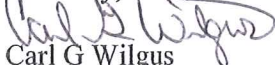
While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

At the Pocono Mountains Visitors Bureau, we maintain an important relationship with Brand USA that has increased our exposure in key international markets. Through a co-op partnership with other Pennsylvania visitors' bureaus, we provide content and marketing resources for our region in an "inspiration guide" that is distributed in 18 countries and in nine different languages. As you know, our four-county region is a popular destination for outdoor recreation and natural history enthusiasts, and the Brand USA partnership affords us this opportunity to dramatically share these attributes and so much more to potential international visitors.

In sum, I urge you to help us create more Pocono Mountains based and American jobs with an increase in international visitation by co-sponsoring H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,



Carl G Wilgus
President/CEO

May 19, 2014

Representative Tom Marino
410 Longworth Office Building
Washington, DC 20515

Dear Representative Marino,

As a leader within the Pennsylvania travel industry, we urge you to co-sponsor H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

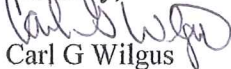
While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

At the Pocono Mountains Visitors Bureau, we maintain an important relationship with Brand USA that has increased our exposure in key international markets. Through a co-op partnership with other Pennsylvania visitors' bureaus, we provide content and marketing resources for our region in an "inspiration guide" that is distributed in 18 countries and in nine different languages. As you know, our four-county region is a popular destination for outdoor recreation and natural history enthusiasts, and the Brand USA partnership affords us this opportunity to dramatically share these attributes and so much more to potential international visitors.

In sum, I urge you to help us create more Pocono Mountains based and American jobs with an increase in international visitation by co-sponsoring H.R. 4450 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,



Carl G Wilgus
President/CEO